

# KCBS 2 TV

## QUARTERLY LIST AND PROGRAM MATERIAL

City Of License: (Los Angeles, Ca.)

Date Posted: Oct. 10, 2001

Period: *(circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Each station is required to place an Issues/Program List in its Public Inspection File by January 10, April 10, July 10 and October 10.

During this quarter, the community needs and interests (as ascertained with community leaders) were addressed by significant Public Affairs and/or Public Service Programming in response to the following:

- |   |           |
|---|-----------|
| 1. <u>Crime &amp; Law Enforcement</u>   | 6. _____  |
| 2. <u>Education &amp; Youth</u>         | 7. _____  |
| 3. <u>Government</u>                    | 8. _____  |
| 4. <u>Health, welfare &amp; housing</u> | 9. _____  |
| 5. <u>Minorities &amp; women</u>        | 10. _____ |

- 11. Calendar of Events
- 12. Regional and National PSAs
- 13. Local PSAs for our area

*See attached exhibits*

KCBS 2 TV

# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Date Posted: *October 10* Year: *2001*

Program Title: "Calendar Of Events"

Issues Examined:

KCBS 2 broadcast the issues that were pertinent to this quarter.

Process:

Most of these issues were addressed by the current information that was supplied to us by the organization. These programs came about because of the need or urgency of each item.

Type of Program: ( ) Local ( ) Pre-Produced ( ) Network: \_\_\_\_\_

Comments:

The "Calendar of Events" is heard two (2) times each broadcast day.

2 x 90 days = 180 times during this quarter.

This is equivalent to approximately three hours of broadcast time.

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# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Date: October 10

Year: 2001

Program Title: "Regional and National PSAs"

### Issues Examined:

KCBS 2 broadcast the :30 and :60 PSAs that were sent to this station that we felt were pertinent to the issues of this quarter, as well as the needs in our area. KCBS 2 serves the community of Los Angeles, Ca.

### How Addressed:

Most of these issues were addressed by listening to our staff as well as our audience as to what to cover with their PSAs.

Type of Program: ☐ Local ☐ Pre-Produced ☐ Network: \_\_\_\_\_

### Comments:

The "Regional and National PSA" that were aired during this quarter were heard at least:

One (1) time each broadcast day.

1 x 90 days = 90 times during this quarter.

This is equivalent to approximately 90 minutes of Public Service.

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# KCBS 2 Public Affairs Programs

## PROGRAM - SEGMENT

For Period: *(Please circle months)*

Jan/Feb/Mar

Apr/May/Jun

July/Aug/Sept

Oct/Nov/Dec

Date: October 10

Year: 2001

Program Title: "Local PSA's For Our Area"

Issues Examined:

KCBS 2 TV broadcast the :30 and :60 PSAs that were sent to this station that we requested from our audience.

Process:

Our station aired as many public service announcement messages as possible during each quarter that were related to the issues of our surrounding area. These messages were recorded in to the computer and rotated throughout the broadcast day.

Type of Program: ☐ Local ☐ Pre-Produced ☐ Network: \_\_\_\_\_

Comments:

The local PSA's were broadcast during the day.

KCBS 2 is on the air 24 hours per day. These messages were played over that broadcast day.

2 x per day, for 90 days. 3 hours of broadcast time was dedicated in this form.

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## **KCBS-TV QUARTERLY ISSUES/PROGRAMS LIST**

### **October 10, 2001**

Attached are listings of broadcasts and broadcast segments, which, in the Station's judgment, reflect the Station's most significant programming treatment of some ascertained issues from July 1, 2001 to September 30, 2001.

In addition to the programs included herein, KCBS-TV also broadcasts network informational broadcasts, which we believe also address community issues. These programs include CBS News Specials.

### **PROGRAM INDEX**

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS"** - Comprehensive, in-depth reports on multi-layered stories and issues affecting Southland viewers. Duration: 4-7 minutes. Broadcast within CBS2 News M-Sun 6-7PM, & 11-11:35PM.

**KCBS-TV NEWS: "SCHOOLS 2 CAREER"** Local special reports highlighting positive interaction between business, academics, and students in ascertaining a more enriched and rounded understanding of one another. Duration: 2-6 minutes. Broadcast within CBS2 News M-Sun 6-7PM & 11-11:35PM.

**KCBS-TV: "WOMAN 2 WOMAN"**- Locally produced show that blends news, lifestyles, features and interviews emphasizing the stories, issues and opportunities of greatest pertinence to women viewers. Program includes health, finance, childcare, career, family, and relationship issues. Duration: 30 minutes. Broadcasts Monday-Friday 12-12:30PM.

**CBS TELEVISION NETWORK: "48 HOURS"**- Investigative news program that delves into a single subject, examining it from multiple angles. Duration: 60 minutes. Broadcast time and days varied in 3<sup>rd</sup> Qtr.

**CBS TELEVISION NETWORK: "60 MINUTES "**- Comprehensive news program that investigates current national events. Duration: 60 minutes. Broadcast Sundays 7:00-8:00PM

**CBS TELEVISION NETWORK: "60 MINUTES II"**- Another installment of the comprehensive news program that investigates current national events. Duration: 60 minutes. Broadcast Wednesdays 8:00-9:00PM

**CBS TELEVISION NETWORK: "FACE THE NATION"**- Broadcasts from Washington D.C., featuring governmental leaders, politicians, and international figures

in roundtable discussions focusing on current topics. Duration: 30 minutes. Broadcast Sundays 8:30-9:00AM

**RAYCOM SPORTS' MORE THAN A GAME-** Weekly syndicated program highlighting positive interactions between athletes, celebrities, and teenagers in ascertaining a more enriched and rounded understanding of humanity. Duration: 30 minutes. Broadcast weekends, various.

### **SPECIFIC PROGRAMMING ADDRESSING COMMUNITY ISSUES**

1. **CRIME & LAW ENFORCEMENT** – Topics in this category include the need for effective methods to combating crime, violence and delinquency.

**KCBS-TV NEWS SPECIAL REPORTS: "INVESTIGATIVE TEAM REPORTS":** 07/5/01- "Toner Crimes" – Investigative Reporter, Drew Griffin, investigates a copier toner ring that made millions of dollars selling fake Xerox products to local companies. 07/24/01- "Hollywood's Biggest Con"- Investigative Reporter, Drew Griffin, exposes the fraudulent practices of talent representation. 07/26/01- "Dirty Mechanics Fixed?"- Investigative Reporter, Joel Grover, does a follow-up report on a number of Pep Boys stores who mislead customers by overcharging services, who have since implemented new policies to protect the consumer. 09/07/01- "Rent Fraud"- Investigative Reporter, Drew Griffin, does a follow-up, from his story in May, on the apartment rental agencies now being charged for selling fraudulent rental listings to unaware consumers. **CBS**

**TELEVISION NETWORK: "48 HOURS"-** 07/19/01- "Rage"- Investigative Reporter, Troy Roberts, examines the rise of road-rage on our highways and what is being done to stop it. 07/26/01- "Ecstasy"- Investigative Reporter, Peter Van Sant, examines the skyrocketing use of the designer drug among teens and adults, and discusses how the law enforcement is trying to eliminate it. 08/16/01- "Cybercrime"- Investigative Reporter, Peter Van Sant, reports on online offenses in cyber space, and suggests ways to avoid being the next victim. **CBS TELEVISION NETWORK: "60 MINUTES II"-** 08/08/01- "Patton of Pot"- Investigative Reporter, Vicky Mabrey, examines a program called The Campaign Against Marijuana Planting, whose primary goal is to wipe out every marijuana plant in California at all costs.

- 2 **EDUCATION & YOUTH** - Topics in this category include cultural education, the education of issues of character and ethics, and a non-profit service designed to assist disadvantaged communities.

**KCBS-TV NEWS: "SCHOOLS 2 CAREER":** 07/24/01- "Learning Through Music" – Through the use of music, a group of volunteers visit local elementary schools teaching about the unique differences of various Latin cultures.

08/07/01- "Learning to Build" – A local Architectural firm inspires young students about the many careers available to them in architectural design. 08/14/01- "Learning Justice"- A group of Los Angeles high school seniors spend a day with local police detectives to learn about careers in law enforcement. 08/21/01- "Fighting Fires"- Students from four high schools in the San Fernando Valley spend their weekends with the Los Angeles County Fire Department learning everything from public speaking to fire prevention. 08/28/01- "Going Digital" – A South Pasadena teacher shares his knowledge of digital music technology to kids interested in careers in the music industry. 09/04/01- "High Flying Career" – Los Angeles International Airport offers paid internships to students pursuing a career in airport operations. 09/07/01- "Auto Apprentice"- Shaver Chrysler dealership gives a group of San Bernardino teenagers with limited direction or goals a chance to learn how to become high paid master automotive technicians. **RAYCOM SPORTS' MORE THAN A GAME:** 07/14/01- "Driving for Hope" – Celebrities Ashley Judd and George Lucas put on the driving gloves as they participate in the Long Beach Celebrity Grand prix race to help raise money for local children's hospitals in the Los Angeles area. 07/21/01- "Hitting a Home Run Towards Success"-Baseball great, Barry Bonds, talks straight with kids who have been on the wrong side of the law on how to turn their lives around. 07/29/01- "Camp Baywatch"- The cast of Baywatch bring inner city kids to the beach to learn about water safety and team cooperation.

**3 GOVERNMENT** - Topics in this category include federal, state, and local government issues and their impact on the society.

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS":** 08/28/01- "Traffic Cameras"- Investigative Reporter, Drew Griffin, examines the current legislative debate regarding the legality of issuing moving violations, detected by cameras, on cars that run red lights. **CBS-TELEVISION NETWORK: "60 MINUTES":** 08/05/01- "Partial-Birth Abortion" – Investigative Reporter, Ed Bradley, investigates the controversy over a method of late term abortion and its implications on changing current abortion laws. 08/19/01- "Who's Next"- Investigative Reporter, Stephen Kroft, explores the moral and ethical question involved in scientific efforts to clone a human being. **CBS TELEVISION NETWORK: "FACE THE NATION"-** 08/12/01- "Stem Cell Research" -Anchor, Bob Schieffer, interviews medical expert, Dr. Leon Kass, on his position on stem cell research and the positive and/or negative ramifications it will bring.

- 4 **HEALTH, WELFARE & HOUSING** - Topics in this category include health and safety standards, environmental issues affecting Southern California, and advances in medical treatments.

**KCBS-TV NEWS: "INVESTIGATIVE TEAM REPORTS":** 07/06/01- "Earthquake Prevention"- Investigative Reporter, Drew Griffin, describes the latest in new earthquake technology that helps detect where the next quake may hit.

**KCBS-TV: "WOMAN 2 WOMAN":** 08/13/01- "Weight Loss"- Hypnotist, Suzy Prudden, describes how hypnosis can help control weight loss. 08/15/01- "Healthy Kids"- Actress and Author, Marilu Henner, shares ideas on how to keep kids healthy through a balanced diet at an early age. 08/16/01- "Diabetes Prevention"- Dr. Catherine Maloof, shares the latest research on preventing diabetes. 08/20/01- "Eating Healthy"- Health expert, Amy Hendel, describes which vitamins and nutrients are needed during each life phase to stay healthy. 09/06/01- "Exercise for the Elderly"- Actress, Eartha Kitt, discussed the importance of staying active during the later years and which exercises were the safest for the elderly. **CBS-**

**TELEVISION NETWORK: "60 MINUTES":**08/12/01- "Never too Late"- Investigative Reporter, Ed Bradley, examines a report on Dr. Severino Antinori, an Italian fertility specialist, who is performing new medical techniques which make it possible for women in their 50's and 60's to give birth. **CBS- TELEVISION NETWORK: "60 MINUTES II":** 08/01/01- "Deep Impact"- Investigative Reporter, Dan Rather, investigates an increase of accidents involving diving boards in backyard swimming pools, and describes new safety standards to prevent future accidents.

- 5 **MINORITIES & WOMEN** - Topics in this category include women concerns, issues, and achievements.

**KCBS-TV: "WOMAN 2 WOMAN":** 07/04/01- "Post-Partum Depression"- Special guest, Marie Osmond, shared her personal battle with post-partum depression, and described the symptoms and medications available to women. 08/07/01- "Osteoporosis" – Special guests, Ann Margret and Dr. Orrin Troum, discussed new treatments for women to help prevent the onset of osteoporosis. 08/08/01- "Women's Health Issues"- Special guest, Dr. Lisa Masterson, discusses the latest information available on women's health issues, and offers tips on ways to avoid infections. 08/14/01- "Anorexia"- Actress, Elisa Donovan, described her battle with anorexia, and gave advice on how to detect the early warning signs. 09/05/01- "Dangerous Relationships"- Host, Ann Martin, describes the warnings signs of abusive relationships, and how to seek help.